



## 2017 MACE National Directors' Symposium

a good platform for leadership development



From the left are: Mr Brand Pretorius, retired CEO of McCarthy Ltd and Public Speaker; Ms Normah Zondo, National Vice-Chairperson of MACE; Dr Albert van Jaarsveld, Vice-Chancellor and Principal of UKZN; Ms Lacea Loader, National Chairperson of MACE; and Prof Ahmed Bawa, Chief Executive Officer of Universities South Africa (USAf).

a digital world, were explored by Chang, who promoted remote and flexi working options to ensure a work/life balance.

The author of *In the Driving Seat – Lessons in Leadership*, Brand Pretorius, delivered an inspiring presentation on: 'Effective Leadership in Tough Times'. Pretorius emphasised that "leadership is not a right, it is a responsibility", saying people respond better to love than fear. "Before you can ask for a hand, you need to touch a heart." He said servant leadership was crucial in inspiring teams, and explained the difference between a leader and a manager. "Well managed people are not necessarily motivated or inspired," he said. In closing, he reminded the audience about the importance of introspection. "If you can't lead yourself, you are unable to lead others." Chief Executive Officer of Universities South Africa (USAf), Professor Ahmed Bawa, reflected on the challenges facing higher education, and posed a solution: "We

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Public relations experts from 20 higher-education institutions around the country visited UKZN's Westville Campus from 6 to 7 June 2017 for the Marketing, Advancement and Communication in Education (MACE) National Directors' Symposium. A foremost South African trend analyst and self-confessed 'professional cage rattler',

Dion Chang, delivered a keynote address on new industries and the skills required to drive them. Chang encouraged the audience of leaders in their fields to hire for attitude and to retrain for skills, emphasising the importance of a shift in thinking in order to 'pivot in a new world order'. Robotics and the erosion of jobs, coupled with skills becoming obsolete in

## Save the date

29 November - 1 December 2017

The 2017 Annual National MACE Congress will be presented at the Wits Business School in Parktown, Johannesburg from 29 November to 1 December 2017. We will keep you updated about the programme and registration process.

30 November 2017

The 2017 MACE Excellence Awards ceremony will take place on 30 November 2017 in Johannesburg. More information about the awards programme is available here: <http://mace.org.za/awards/>



Dion Chang – Keynote speaker



Delegates at the Symposium



have to build caring institutions,” he said, stressing the importance of engagement and placing students at the centre of universities.

UKZN’s Vice-Chancellor and Principal, Dr Albert van Jaarsveld, commended all those at MACE for navigating the “rather tricky and difficult [higher education] landscape”, and thanked participants for the ongoing support provided to vice-chancellors at universities throughout South Africa. Parallel sessions at the MACE symposium included: ‘Mentorship and Coaching: Setting Standards and Breaking Boundaries’ by Mr Shawn Naidu; ‘Impactful Engagement with your Team: How to be Present, Listen Actively, and Create a Culture Inviting Trust’ by UKZN’s Ms Busisiwe Ramabodu; and ‘Strategic Planning

and Strategic Thinking: Linking Your Strategy to the Institution’s Business Plan’ by UKZN’s Mr Simon Tankard.

“The Symposium again proved the need for senior managers and executives to not only network, but to share and learn from each other. This year’s programme focused more on managerial skills development, which is a crucial and sometimes neglected aspect of our work. The Board will continue to tailor the programme to fit the needs of senior leaders in Marketing, Advancement, and Communication,” said Ms Lacea Loader, MACE National Chairperson.

**Contribution:** Raylene Captain-Hasthibeer, UKZN  
**Photographs:** Albert Hirasen



## UFS hosts Free State Regional Workshop

The MACE Free State Regional workshop was held on 5 July 2017 at the University of the Free State (UFS). It was attended by 10 delegates from the Departments of Marketing, Communication, and Institutional Advancement at the UFS, as well as the Motheo TVET College in Bloemfontein.

The workshop started with a presentation by Mamosa Makaya, Free State Regional Chairperson, focusing on the recent MACE activities that have taken place during the first half of the year. She presented key areas of discussion from the National Workshop and the Director’s Symposium, pertaining to the challenges, successes, and trends in marketing, advancement, and communication at universities and TVETs.

Jandré Bakker led a presentation and discussion on the annual MACE awards competition, and took delegates through the key steps of presenting an award-winning entry. This included videos of frequently asked questions answered by Dr Amanda Hamilton-Atwell, Moderator of the MACE Awards programme. Jandré also presented



MACE members from the UFS and the Motheo TVET College in Bloemfontein, with Jandre Bakker, Coordinator: MACE Excellence Awards, at the Free State Regional MACE workshop held on 5 July 2017.

samples of some of the winning entries from previous years, as well as the evaluation process.

The event was a great success which brought members together to motivate them for their next MACE award entries and to reinforce the regional presence and support.

# National Workshop a big hit

By Candes Keating and Marick Hornsveld



*Dr Phumzile Mmope,  
Senior Director: Corporate  
Communication, SU.*



*Delegates engaging during the Workshop.*



*Sixty five delegates from 13 institutions attended the Workshop.*



*Christine Bombal,  
Management Consultant and  
Director, Flamingo Marketing.*



*Ms Suzan Hlahane,  
Senior Coordinator:  
Alumni Relations, UJ.*

Delegates from 13 institutions attended the MACE National Workshop hosted by Stellenbosch University on 5 May 2017.

Aimed at operational level practitioners and middle management, the one-day workshop focused on marketing, advancement, and communication challenges in the South African higher-education sector.

The day consisted of three panel discussions and two specialist presentations. The first panel discussion focused on fundraising challenges at higher-education institutions, and saw Annamia van den Heever from the UFS share her insights on developing skills within an institution to promote fundraising efforts.

During the student recruitment discussion, Ilze Bakkes shared the UFS's multi-faceted approach, which includes an Open

Day, teacher and principal functions, competitions, and targeted recruitment. Marick Hornsveld shared CPUT's successes in using Facebook advertising as a recruitment tool.

In light of the FeesMustFall movement, UCT's Aloy Gowne and TUT's Willa de Ruyter shared their experiences of stakeholder engagement, crisis communication, and dealing with the media.

After the panel discussions, Suzan Hlahane gave an inspiring talk on UJ's young alumni programmes, followed by Christine Bombal, who reminded the audience about the importance of doing social media the right way. Danél Gillespie ended off the day by giving an evaluator's perspective on the Excellence Awards.

The workshop was a huge success, and many delegates indicated that they are looking forward to attend next year's MACE National Workshop.